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# A Pride Campaign... CNMI-Style

- A Pride Campaign?
- Planning
- Activities and Partnerships
- Results
- Looking Forward





*Social Marketing is the use of  
**commercial marketing techniques**  
to promote the adoption of a **behavior**  
that will improve the health or well-  
being of the target audience or of a  
society as a whole”*

*(Weinrich 1999)*

**“How can Social Marketing inspire conservation results?”**

# Planning



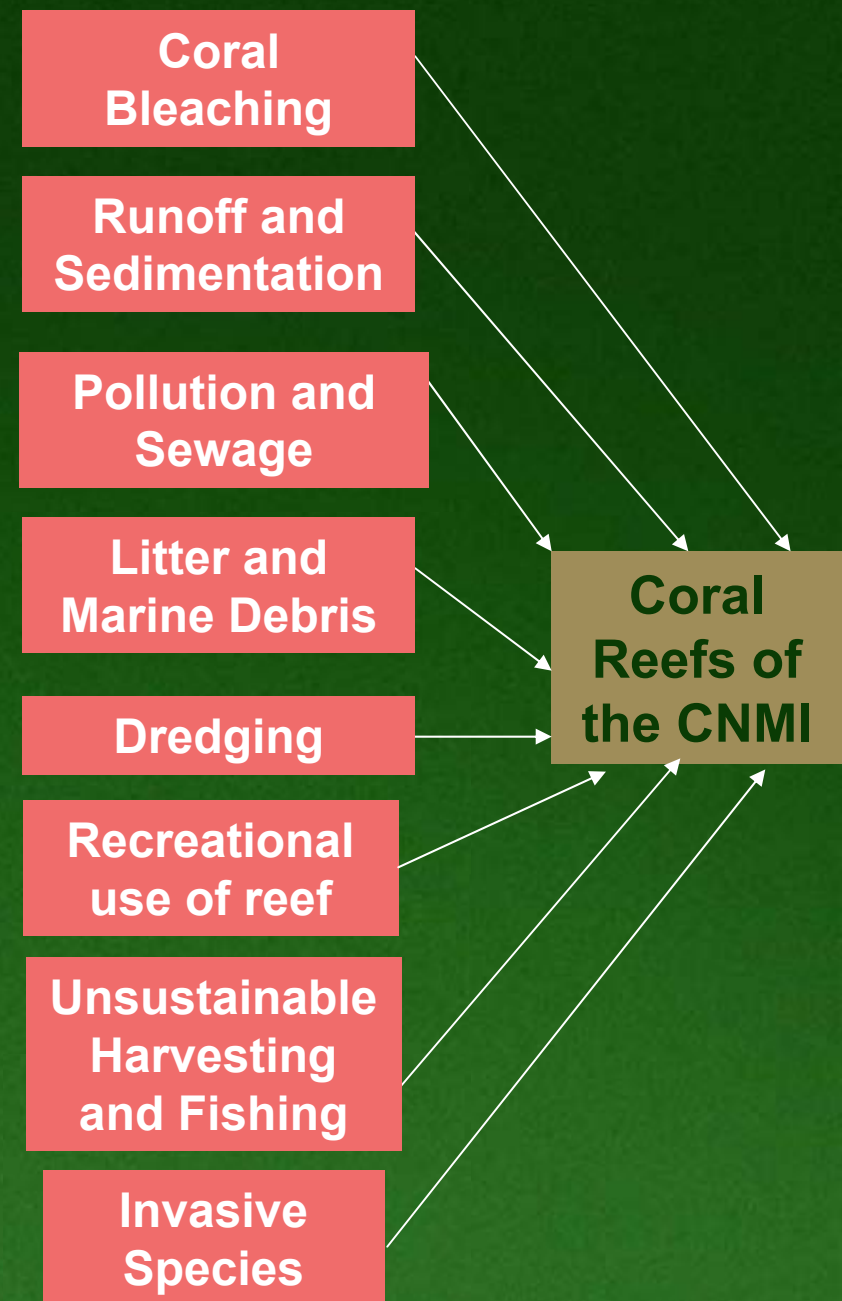
The first task at hand.....

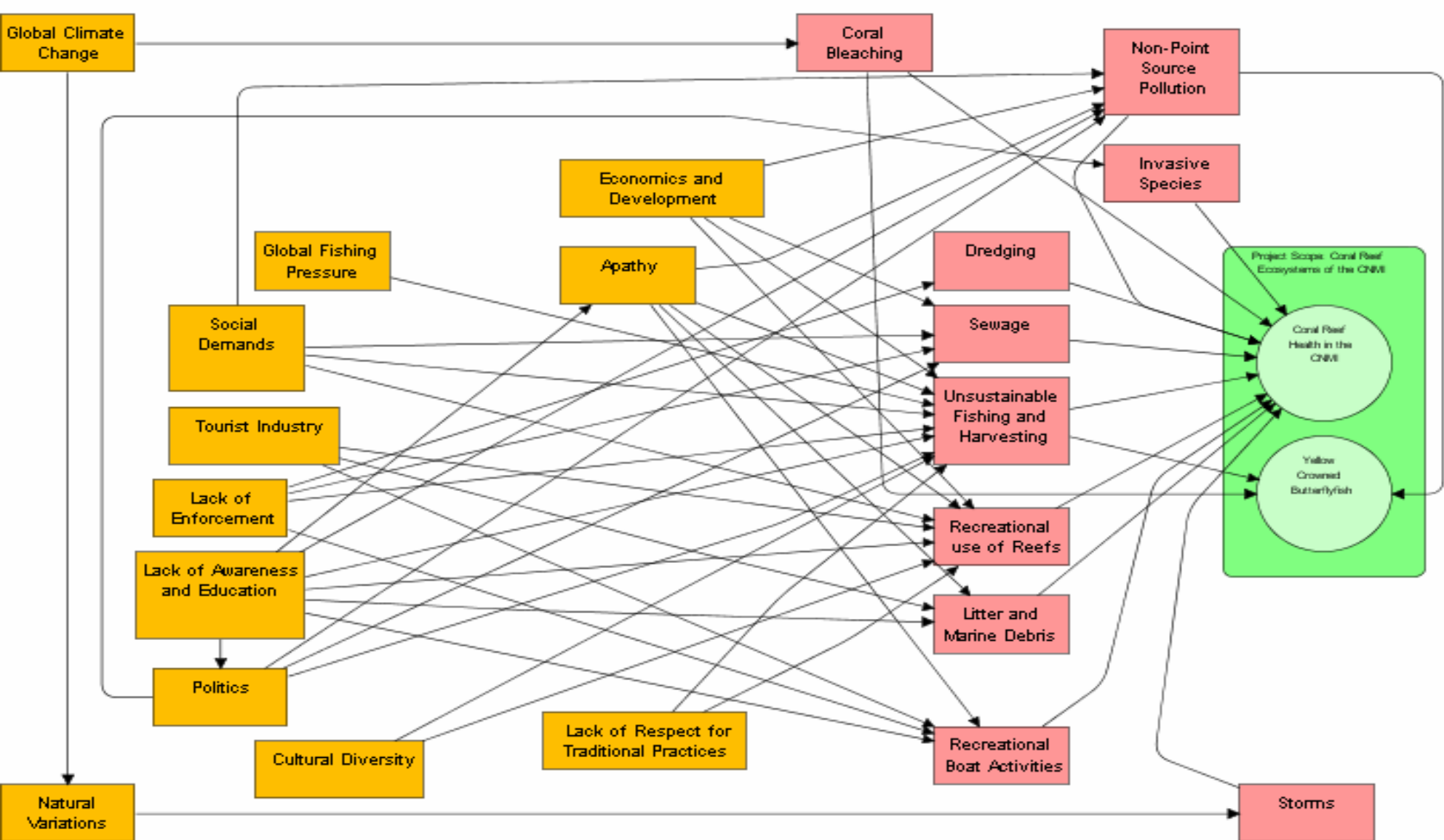
Focus Groups and Stakeholder Meeting



**What is the top  
biodiversity target?**

**What are the top  
threats to our  
targets?**





Together, we built a concept model...



Which of these species would you select as your campaign focus?





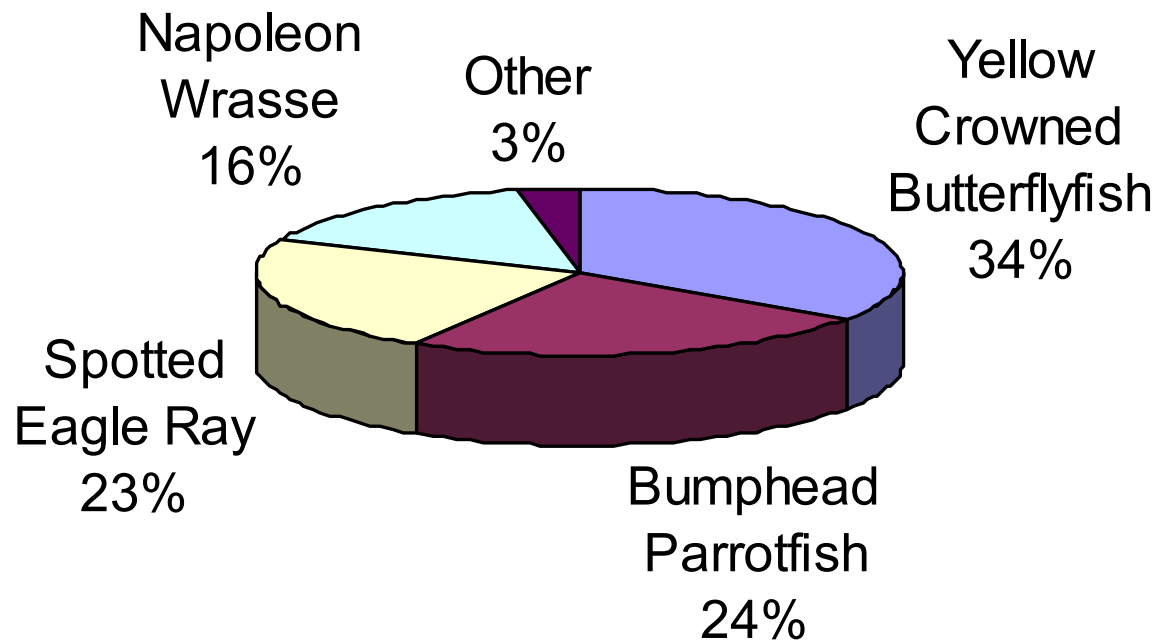
# The Survey

- Interviewed 374 participants
- Included Saipan, Tinian, and Rota
- Sought information about the community's knowledge, attitude, and behavior re. the target threats
- Provided us with information from which to build the campaign, but also a way to measure it upon completion.
- And...



# The Community makes their choice

**"Which animal do you think would be the best mascot for the CNMI's reefs?"**



# SMART Objectives

SMART Objective	Question (Answer)	Pre Campaign	Post Campaign	Change (pp)	Statistical Significance (Chi sq)
By the end of February 2009, increase from 17.8% to 37% the number of respondents who say they have spoken to their "Friends" about keeping coral reefs healthy (20 percentage point).	"Friends": In the past 6 months, who have you talked to about keeping coral reefs healthy?	17.8 %	40.8 %	24 pp	99%
By the end of February 2009, decrease from 77.3% to 57% the number of Chinese respondents who say they have not spoken to anyone about keeping coral reefs healthy (20 percentage point increases).	"I have not spoken with anybody" In the past 6 months, who have you talked to about keeping coral reefs healthy?	77.3 %	11.1 %	-66 pp	99%

# Tailored Activities and Partnerships









When is a poster,  
not just a poster?



# Coasters!







What is a MPA?



How can I  
find out??

















# Results

## Pre-Campaign Survey conducted in Spring 08

- 10% felt that the CNMI's reefs were in "Good" health
- 49% were "Unsure" if there were MPAs in the CNMI
- 37% would report someone violating MPA rules
- 43% said that healthy reefs were "Most important" to them

SMART Objective	Pre-Campaign (%)	Post-Campaign (%)	Change (Post% - Pre%)	Chi-square (x <sup>2</sup> ) Significance	SMART Objective attainment
By the end of February 2009, increase from 43.3% to 63% the number of respondents who state that healthy reefs are “most important” (5 on a scale of 1 to 5) to them (a 20 percentage point increase).	43.3%	66.2%	23 pp	99% Significant	100%
By the end of February 2009, increase from 37.4% to 57% the number of respondents who answer “Yes” they would report someone if they saw them violating MPA or No Take Area rules (a 20 percentage point increase).	37.4%	55.1%	18 pp	99% Significant	90%



# Learning from Results



- Traveling on the path from A to Z.
- Everyone has challenges, adaptive management is your friend.
- Achievement comes in all shapes and sizes.

# Looking Forward



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